

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

May 5, 1998

RJR Account #761406

Mr. J. Beltrami
KLEIN CANDY

JUNE CTS: DORAL BUY 4 PACKS GET 1 PACK FREE / PROMOTION #800532

Dear John:

DORAL B4G1F 'PRE-SLEEVED' product (6M) has been ordered, along with 30 Display / P.O.S. Kits, Item #542195 to pack and ship this promotion to participating retail accounts on the attached Customer List. Refer to the Customer List for specific distribution of product and Display Kits.

Product PO # 14971

DORAL B4G1F BRAND STYLES	UPC Code	#/ (6M) Cases
Light King	12300-25350	<u>5</u>
Light 100	12300-25351	<u>5</u>
FF 100	12300-25352	<u>5</u>
Lt Men 100	12300-25353	<u>5</u>
Ult Lt 100	12300-25354	<u>5</u>
Box 100	12300-25355	<u>5</u>
Lt Box 100	12300-25356	<u>5</u>

Displays (Item #542195)

SKU CUBE: 2.3350
SKU WT (w/o Product): 4.4200 lbs
Retail Sales Offer per Sku: 70 units

Billing per 6M Case: 24 Savings Cartons
Product / Display Arrival: May 19, 1998
Ship Date to Retail: Week of: June 8, 1998

EFT \$ Amount: \$8,281.57

PARTNERS 'BONUS' REPORTING DESCRIPTION

'DOR JUN B4G1F'

51844 5209

PROMOTION DESCRIPTION:

**DORAL DISPLAY KIT CONTAIN GENERIC 30-CARTON DISPLAY,
1 P.O.S. CARD, AND 1 RISER CARD.**

******* NO PACKING IS REQUIRED *******

**SHIP NUMBER OF P.O.S. / DISPLAY KITS (Item #542195) AND NUMBER OF
CARTONS PER BRAND STYLE TO EACH RETAIL ACCOUNT AS INDICATED ON
THE ATTACHED CUSTOMER LIST.**

A list of accounts authorized to receive product distribution is attached. RJR will reimburse you \$3.60 per each promoted 6M case for all product packed and shipped to retail on a timely basis. This equates to \$126.00 (35 (6M) case(s) @ \$3.60). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: J. McLean
L. E. MacWilliams

Enclosure: Customer List
Promotional Flyer

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JUNDORB4.DOC

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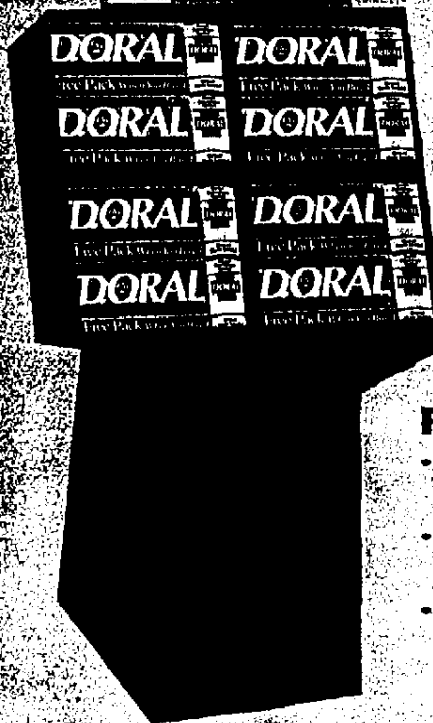
DIRECT ACCOUNT CUSTOMER LIST**PROMOTION #800532: DORAL BUY 4 PACKS GET 1 PACK FREE****RETAIL DISTRIBUTION DATE: 6/8/98****DIRECT ACCOUNT TO SHIP NUMBER OF DISPLAYS AND CARTONS PER BRAND STYLE TO RETAIL. NO PACKING REQUIRED.****7 BRAND STYLES: DORAL LT / DORAL LT 100 / DORAL FF 100 / DORAL LT MEN 100 / DORAL ULT LT 100 / DORAL BOX 100 / DORAL LT BOX 100****7 STYLES**

S/REP	R/REP	RJR#	ACCOUNT NAME	ADDRESS	CITY	STATE	CHAIN ID	SEGMENT	SIST	VAR NAME	VAR	DISPLAYS	CARTONS
											GPL	(ITEM)	PER
													STYLE
133204	133221	806948	FAMILY CENTER	810 HAMILTON MALL	ALLENTOWN	PA	00--	CS	761406	KLEIN CANDY		2	10
133204	133226	472685	BEAR SWAMP BEVERAGE	100 W MAIN ST	MACUNGIE	PA	00--	CS	761406	KLEIN CANDY		2	10
133204	133226	894045	TREON	1027 W BROAD ST	BETHLEHEM	PA	00--	CS	761406	KLEIN CANDY		2	10
133205	133229	540772	COLE TOBACCOLAND	213 HIGH ST	POTTSTOWN	PA	00--	CS	761406	KLEIN CANDY		2	10
133208	133226	505459	LU CO CUT RATE	247 NORTHAMPTON ST	EASTON	PA	00--	CS	761406	KLEIN CANDY		2	10
133208	133226	604382	RIVERSIDE EXXON	158-160 SOUTH 3RD ST	EASTON	PA	00--	CS	761406	KLEIN CANDY		2	10
162209	162223	469492	TOBACCO ROAD I INC	ALTIER PLAZA ROUTE 6	MAYFIELD	PA	4058-00-00	CS	761406	KLEIN CANDY		3	15
162209	162227	584016	TOBACCO ROAD II INC	BOX 3	HONESDALE	PA	4058-00-00	CS	761406	KLEIN CANDY		3	15
162209	162229	646088	TOBACCO ROAD 111	RT 590	HAMLIN	PA	4058-00-00	CS	761406	KLEIN CANDY		3	15
162209	162229	687425	TOBACCO ROAD IV	ROUTE 940 MT POCON	MOUNT POCONO	PA	4058-00-00	CS	761406	KLEIN CANDY		3	15
162209	162229	739242	TOBACCO ROAD V	FOUNTAIN SPRING RT	TANNERSVILLE	PA	4058-00-00	CS	761406	KLEIN CANDY		2	10
162210	162227	738953	TOBACCO ROAD VI	WESTFALL TOWN CEN	MATAMORAS	PA	4058-00-00	CS	761406	KLEIN CANDY		2	10
173806	173820	183750	GRAND SMOKE SHOP	231 W MINE ST	HAZELTON	PA	00--	CS	761406	KLEIN CANDY	941229	2	10
													5
													CASES

DORAL

June Brings Our New Look, The Big American Adventure Sweepstakes, And A Buy 4 Packs Get 1 Free Promotion.

We couldn't make June a bigger sales opportunity for you. We'll be introducing our dramatic new packaging design with a sweepstakes that allows your customers a chance to win a trip to 6 great American destinations. We didn't stop there, though. There's the Buy 4 Packs Get 1 Free Promotion in June, as well.



POS Card/ Alternate Header -

This impactful 17" x 14" poster will help increase customer awareness along with offering more in-store advertising opportunities.

Floor Display -

- Temporary/ Semi-permanent Display.
- Designed to maximize presence of your promotion.
- Header card captures customer interest in this special promotion.

SWEEPSTAKES VOID IN MA, MI, AND VA,
AND WHERE PROHIBITED BY LAW.

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RJ REYNOLDS

TOBACCO COMPANY

5069801

Rec. 5-5-98

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'DOR JUN B4G1F'

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